

K-486—It is estimated by historians that Coronado crossed the Pecos River near the present site of Santa Rosa, New Mexico, on his journey of discovery in 1540-41. With Spanish colonization Santa Rosa became a lazy village of the plains, the natives tending their cattle and sheep—to this day it is quaint and interesting. With the completion of Highway 66 the Old Town has taken on new vigor and growth, being one of the most important stopping points between Albuquerque, N. M. and Amarillo, Texas.

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Greetings from

SANTA ROSA

NEW MEXICO

